

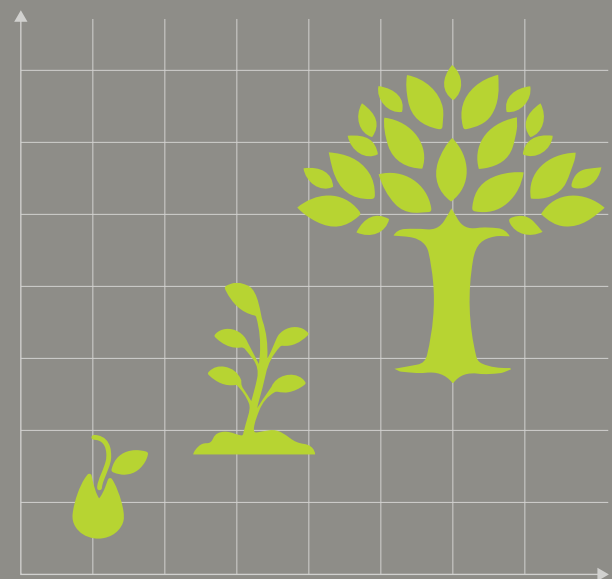


# ROCA·X The smart investment platform

Romanian by birth, global by ambition.

Today the genre of technology startup is the new epic saga, startup founders are the new heroes and data is the new oil. Yet every tech startup is built upon a novel idea — and even the greatest ideas are fragile in the beginning, needing a fertile environment, knowledge to develop and resources to grow.

**What is ROCA·X then? Think of ROCA·X's place in this new genre as the hero's sidekick, adviser and financier — protecting, guiding and financing brilliant startup teams.**





## **The investment platform for dreams too big to be dreamed alone**

Launched in 2019, ROCA·X is the newest member of Impetum Group — the Romanian group dedicated to maximizing business value in any stage of a company's life, side by side with CITR — the market leader in professional services in business insolvency, and the private equity ROCA Investments.

ROCA·X is the first Romanian investment solution for tech startups with 100% private capital and one of the largest players of seed and pre-seed supported start-ups and of the capital available.

**An industry agnostic player, ROCA·X ambitious vision is to grow globally and support innovative technologies with strong business models and scaling potential.**

# More than a smart private equity solution: a team of experienced business leaders



**Andrei Cionca**  
Founder and President of ROCA·X.

Andrei has twenty years of eclectic business experience within diverse industries. Having founded CITR at the turn of the century, he moved from one success to another by setting up ROCA and now ROCA·X and reuniting them under the umbrella of Impetum Group. Andrei has proven himself as a visionary, innovative and well-seasoned entrepreneur. He is lauded as one of the top 10 most successful young CEOs, one of the top 100 business people and an industry opinion maker in Romania.

*“Romania has a fantastic technical IT workforce that is recognized on an international level. However, the vast majority is locked within the base of the outsourcing food chain for large international firms. Consequently, Romania as a whole does not capitalize on the added value created by the contribution of these fantastic talents. ROCA·X wants to support the growth of the entrepreneurial environment in the area of technology, to create and preserve the benefits of added value through Romanian talent and export finished tech products worldwide.”*



**Alexandru Bogdan**  
CEO ROCA·X

Alexandru has over fifteen years of deep experience within the domain of technology and innovation. His long tenure in the industry has entrenched a sense of adaptability and dynamism that permeates his deeply strategic thinking both in terms of business and CX considerations. Alexandru has a natural eye for identifying innovative start-ups with the potential for rapid acceleration and helping shape them into tomorrow's unicorns.

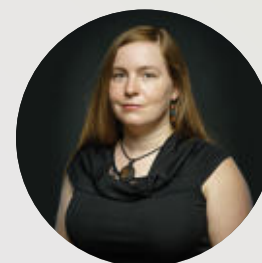
*“ROCA·X is building a solid bridge for startups between the support offered by business angels which are nurturing ideas in their infant stage, and the upper stage VCs that are providing growth support for companies at teenage times.”*

Oriented towards delivering accelerated growth strategies, the ROCA·X team makes it its mission to work side-by-side with startup entrepreneurs. We offer our expertise to support business doers all along the way of crafting revolutionary software and customizing it to attain market viability in the shortest time.



**Sonia Fedorovici**  
Legal Advisor

Sonia has provided advice to both local and international clients across vastly varied industrial sectors. Her keen eye and expertise gained over half a decade in M&A, corporate law, intellectual property law, data protection and consumer protection have made her a formidable legal advisor. In 2018, she completed her masters in Information and Communication Law at the University of Oslo, where she deepened her capability in the crossroads of technology and law, particularly data protection, intellectual property, e-commerce and telecommunications.



**Jennifer Austin**  
Senior Investment Partner

Jennifer Austin, originally from the USA, brings both breadth of industry experience and depth in identifying, supporting, and accelerating innovation. Jennifer has spent the past seven years actively contributing to the development of the Romanian startup ecosystem through investing, accelerating startups, supporting investors, designing corporate innovation and startup programs, and other activities. Her diverse industry accomplishments and impact are driven by an itch to change things for the better and collaborate with dynamic and outstanding people in all she does, which helped build the first equity-based accelerator, the first private micro VC in Romania, and create global opportunities for the Romanian startup and investment ecosystem through Startup Avalanche.



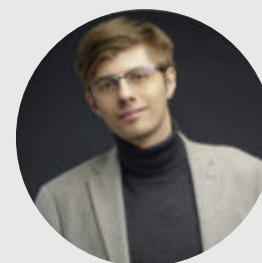
**Matei Dumitrescu**  
Senior Investment Partner

Matei Dumitrescu has been active as an angel investor and acceleration expert for 20 years in the Romanian ecosystem. Through hands-on support and building networks, he has been helping to create meaningful partnerships in the international and local startup ecosystem and contributing to a well-founded network of professionals to create synergies and accelerate startup growth. Matei brings his multidisciplinary experience to help the RocaX team find and support attractive, high potential investment opportunities in innovative companies.



**Bogdan Pașca**  
Investment Analyst

Bogdan is a graduate of King's Business School in London, specialized in asset management and venture capital management. His deep passion for impact investment and technology rounds out his profile as a business analyst. He holds a deep-seated interest in sustainability solutions and well-being of the society.



**Theodor Genoiu**  
Research Analyst

Theo has over four years of experience within banking, and he is particularly passionate about the subdomains of deep tech, energy, fintech and gaming. He feels compelled to be always up to date with the newest developments and insights in the ecosystem of investment and technology.



# HOW we want to make a difference: **we look for intensity and passion that matches our own**

## **We look for passion from start-ups that matches our own.**

The success of a start-up is contingent on the ardent enthusiasm of the team. We don't perceive capital contribution as a transactional relationship, but rather a long-term partnership where the virtues of trust and respect are central.

When we choose to contribute, we choose to roll our sleeves up, joining the team and bring our will and expertise to actualizing the start-ups' potential.

## **We take a committed, truly hands-on approach.**

By nurturing start-ups through a supportive mentorship structure, lending them our decades of experience in management expertise and growth marketing.

We help refine their business strategy to optimize the customer experience and to create brand loyalty. Furthermore, we provide legal support and HR guidance to enable accelerated growth.

Our hands-on approach means that we not only maximize growth by sharing expertise with start-ups, but also allows us to optimize resource management as well.

## **We enable access to a smart quality pipeline.**

We have built solid partnerships with Tech Angel organizations, Incubators and Accelerators across the country and at European level for identifying the promising startups.

The presence in international juries for start-up competitions and our hands-on involvement in the founders' community, contributing to the development of the ecosystem helps us nurture a high-quality pipeline which we constantly review.

## **We leverage our exceptional network of synergistic start-ups and partnerships.**

ROCA.X leverages its exceptional network on the Romanian market offered by Impetum Group to which ROCA.X belongs to, alongside CITR and ROCA and the many iconic figures of the Romanian entrepreneurship to understand the dynamics of each industry sector, how appealing a proposed solution is and how seamless its adoption will be ensuring smart investing. This network also helps the selected startups validate, optimize, and implement their models to demonstrate traction and accelerate their growth. We do more than giving access to capital, we offer access to co-founders and provide fuel for accelerated business take-off.

## **We concentrate on scaling start-ups internationally to maximally activate their potential.**

It is our vision to build a strong ecosystem of partnerships, supporting the birth and growth of the European Unicorns tech movement, by creating solid presence and bridges between Romania - our home base and holder of an incredible talent pool, Europe - the enthusiastic challenger in worldwide innovation and Israel - the second most developed tech ecosystem in the world.



# Our focus

**Our appetite for investment is between €50 000 and €500 000, and our approach is driven by:**

## **Scalability**

We opt for start-ups whose vision is built with explicit intent or implicit capability of international expansion. We favor start-ups that exploit a growing trend or a sweeping momentum in an industry.

## **Business Model**

We go for start-ups whose idea is capable of scaling fast with an incontestable advantage, generated by either the product itself or the business model.

## **MVP**

We invest in start-ups which have a minimum viable product, with an outstanding, memorable and engaging CX.

## **Solid Teams**

We select start-ups powered by teams with good knowledge of the domain of activity and passion for solving the challenge they are tackling.

- **Continuous mentorship;**
- **Extended management resources with cross industry expertise;**
- **Wide group network for product validation and traction acceleration;**
- **Nurturing regional and international partnerships for next stage development;**
- **14 companies supported and counting – in eHealth, Green Energy, eCommerce, PropTech, Edutech, Fintech and more.**

# Big Dreams

## We Invested In

Set out to turn the lights brighter in ambitious tech projects, we're looking into those fields of innovation where a global audience awaits to hear out what visionary entrepreneurs have to say.

### Green Energy

**First Airborne** is our first startup in this sector, already gaining velocity. Using cutting edge command and control software, First Airborne (FAB) is an automated resident airborne services platform designed to lead automated performance monitoring and inspection missions, through weather resistant aircrafts. FAB is an easily operated and low-maintenance solution, suitable for onshore and offshore wind farms and other difficult to reach rigs, spread anywhere across the globe.





## eHealth

With their complementary visions, both eHealth startups we are supporting contribute to the much-needed digital renewal of the industry.

**MedicAI** is a collaborative platform clustering healthcare professionals worldwide, who put their knowledge together to process complex medical imagery like CT scans and MRIs.

Through faster, more proficient expertise, **MedicAI** is turning chronic patients into app users, giving them improved control over the process of bettering their lives and streamlining the performance through AI based diagnosis.

**xVision**, an AI based diagnosis tool for 2D medical imagery, is also designed to support

the efficiency of high load hospitals. The technology enables quick and easy recognition of numerous health conditions, provides 100% patient-doctor intimacy and zero borders in delivering the most proficient medical interpreting services.

## eduTech

**Code of Talent** is changing organizational learning into a fun and interactive process, through gamification. The software is a rapidly growing and innovative microlearning platform that allows trainers and managers in any industry to transform existing offline content in an engaging digital experience for participants, with immediate impact on daily work results.

**ROCA·X**

**For dreams too big**

**to be dreamed alone**







**RocaX**

Gara Herastrau Street no. 4,  
Green Court building A, 3rd floor,  
2nd District, Bucharest

Phone: 021 326 6014  
Email: [contact@rocax.ro](mailto:contact@rocax.ro)  
Linkedin: [linkedin.com/in/rocax](https://www.linkedin.com/in/rocax)

[www.rocax.ro](http://www.rocax.ro)

**Founders,  
if we share the same  
passion for fresh ideas  
and bold  
entrepreneurship,  
ROCA·X might be your  
best partner for  
development and  
growth. If your dream  
is too big for you alone,  
let's dream together. A  
seed will only sprout  
once — let's make the  
best of it.**

**Fellow investors,  
Let us join forces and  
catapult the finest  
startups into business  
stratosphere, where  
they belong. Private  
equity is a state of  
mind, and our mindset  
goes towards — return  
on vision and return on  
courage.**

